

Appliances and Electronics Specialists in Vietnam

Market Direction | 2024-02-29 | 38 pages | Euromonitor

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Report description:

2023 saw declines in demand for appliances and electronics specialists in Vietnam, with deep drops in current value sales as global economic uncertainty prompted consumers to adopt a more cautious approach towards their spending habits - particularly when it came to purchasing non-essential items such as some appliances and electronics products. Local consumers were focused on to prioritising their budgets and allocating their resources wisely.

Euromonitor International's Appliances and Electronics Specialists in Vietnam report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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